

NORDIC ID NEWS: MAKE ABANDONED SHOPPING BASKETS A THING FROM THE PAST - NORDIC ID EXA21 AND MOBILE POS TO THE RESCUE

NO MORE LOST SALES DUE TO LONG LINES, NO MORE UNFOLDING PILES OF CLOTHES TO FIND THE RIGHT SIZE!

Studies show that brands that prioritize the customer experience grow revenues up to 8% faster than their peers. Instead of spending time on sales-driven customer service and upselling, most of the employee time is spent filling out-of-stock holes on shelves (56%) and pulling items forward on shelves (55%).

Our mission is to eliminate bottle necks for our customers and provide them with a mobile checkout option to avoid lost sales caused by long lines and expected lengthy waiting times. Based on customer feedback, we created a tiny portable UHF RFID reader that is light, easy to wear and can be mounted on top of a POS reader.

We proudly present our newcomer: the world's best small RFID reader – the Nordic ID EXA21. Despite its small size, this innovation really revolutionizes core retail operations and allows you to easily boost customer experience.

Easily fasten the Nordic ID EX21 on the back of a POS card reader, to your wrist with a wrist strap, to your belt with a clip or install it anywhere, where you wish the motion sensible sensor to trigger a read.

Juha Reima, Nordic ID CEO comments: "We are very excited to be able to respond to our customer's need to enable easily implementable solutions that enhance consumer experience. Our goal was to create an RFID reader that is tiny in size and versatile in improving retail processes. The Nordic ID EXA21 frees and empowers staff to serve their customers on-the-go. With the Nordic ID EXA21 our customers can introduce flexible checkout transactions and serve their consumers anywhere, anytime."

With the Nordic ID EXA21, sales clerks are ready to charge customers anywhere on the shopfloor. Ensure your customers benefit from a faster and more convenient shopping experience with the mobile checkout on-the-go.

Take in-store item location easily to the next level. The Nordic ID EXA21 lets your staff locate items without the unduly process of folding and unfolding items of clothing. Simply identify the RFID tag of the desired item. What is best is that you can have your customer purchase it on the spot.

Optimize shipping incident reporting with the Nordic ID EXA21 and have your staff work on the shopfloor instead of spending time comparing shipping lists and received goods. Combine Nordic ID EXA21 with Nordic ID Radea (Real-Time Data on Enterprise Assets) (<https://www.nordicid.com/solutions/the-platform/>) to gain real-time visibility on your stock and allows you optimize the flow of goods with ease.

The Nordic ID EXA21 is sleek and stylish in design with excellent wearability. It will easily blend into your existing operations and will help you optimize and improve your shop floor and customer service processes.

The Nordic ID EXA21 is part of Nordic ID 's revolutionising RAIN RFID reader enhancement (<https://www.nordicid.com/devices/rain-rfid-reader-enhancements/>) family. Like with the Nordic ID EXA31 and Nordic ID EXA51e devices are easily connected with Nordic ID SmartPair allowing easy deployment in seconds.

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Nordic ID is a full service PaaS (Platform as a Service) solutions company aimed at becoming the go-to partner for businesses that struggle with managing their flow of items. Our passion for enabling customers to manage their routine operations with ease, speed and efficiency, inspired us to develop all-in-one solutions that help companies to optimize the flow and count of goods. With our full line of RFID tracking devices and a customizable, adaptable cloud platform we simplify once tedious routine tasks and enable total process transparency. Nordic ID is listed on Nasdaq Helsinki (NORDID). www.nordicid.com